april 22, 1955

Reid B. Johnson
Program Director
Yale Broadcasting Co.

Dear Reid,

In reference to the BEST OF IVY, I would like to outline for you all that has occured, and our plans for it in the future. The BEST OF IVY started as an idea last december, when it was thought that a program combining the finest possible material from all the ivy league schools presented great potentiality. At that time, the idea started with the view of having all the Ivy League schools send us a tape of a special event, one of their stand-out shows, or anything that would prove of interest to another radio station and another college listening audience.

Yet the response we got changed our whole outlook. In my first letter to Ivy Representatives and program directors I outlined just what I have told you. The response was wonderful. Everyone liked the idea, and also wanted a share in the broadcasting part of it. In consultation with Jim McCarthy head of Ivy down here, I worked out a plan whereby a revolving schedual could be set up with WYBC as the center . I was told that for sponsor appeal I would need twenty-seven tapes from all the schools which could run as a term show, or for a whole school year.

I notified the Program Directors at the other schools of the possibility of a sponsor, and they replied with a set of some of the most wonderful tapes I have ever heard. As I listened to them I saw that the potentiality of this show was a very tangeable thing indeed. One of the finest bits we got was a tape from Dartmouth called EPISODE. It is basically a documentary of important years in the twentieth century with the sounds of the people and events which made history. Dartmouth can supply us with five or six of these for next year. Princeton, and as a matter of fact, all the other Ivy league have a wealth of good material ready for broadcasting.

It is my hope, that the show can be started next year. If so, I am sure that it will provide listenable entertainment, because it will be the best from every school.

Sincerly,

Zachary H. Sacks